

## **THE KEY PLAYERS IN LONDON 2012**

**CLT** Community Land Trust is a public body which seeks to create affordable housing and community resources through the co-operative ownership of land. Land is acquired by community groups (usually below its market rate) through public investment, planning gain or philanthropic or charitable gifts. The value of the land, plus subsidies and other equity benefits, is permanently locked into the CLT, on behalf of the local community and future occupiers. There is a proposal that such a trust should take over one of the first residential neighbourhoods to be established in the Olympic Park. Further information:

[www.clteast.org](http://www.clteast.org)

**DCMS** Department of Culture, Media and Sport is the government department with overall responsibility for co-ordinating public funding and accountability of 2012, including the Cultural Olympiad, and delivering the Government's Olympic objectives, especially in relation to economic regeneration and national cohesion. It has established an evaluation framework for the Olympic legacy. Further information: [www.culture.gov.uk](http://www.culture.gov.uk)

**DCLG** Department of Communities and Local Government is responsible for joining up legacy issues which a special focus on the regeneration of east London, and developing its links to Thames Gateway. Further information: [www.communities.gov.uk](http://www.communities.gov.uk)

**GLA** The Greater London Authority is London's elected political body, headed by an elected Mayor. The present Tory administration headed up by Boris Johnson, is responsible for maximising the legacy benefit of the Games to London and Londoners. The GLA has been invested by the government with managing the re-development of the Olympic Park and for this purpose has established a Legacy Development Corporation. Further information: [www.londongov.uk](http://www.londongov.uk)

**IOC** The International Olympic Committee, based in Lausanne, the founding organisation and supreme authority of the modern Olympic movement, with responsibility for promoting its ideals and overall governance. This includes assessing host city bids, supervising the activities of local organising committees, post Games evaluation and deciding on which sports should, or should not, be included. The remit covers the Summer and Winter Olympics, the Paralympics and the Youth Olympics. The IOC has separate commissions

dealing with every aspect of sport from the Audit Committee to Women in Sport and is strongly committed to promoting multiculturalism and equality of opportunity in and through the Olympics. The IOC liaises with National Olympic Committees (NOC) and International Sports Federations and encourages sports community development in countries where this is still at an early stage. It has its own research apparatus and archive and hosts conferences and meetings around the world in pursuit of its goals. Further information: [www.Olympic.org](http://www.Olympic.org) and [www.insidethegames.com](http://www.insidethegames.com)

**LDA** The London Development Agency was the body responsible for assembling the land package for the Olympic Park. One of the officers responsible for the deal was suspended after allegations of financial malpractice. The agency's recent history has been mired in scandal and charges of inefficiency and corruption. It has now been dissolved and its functions and workforce subsumed under the Greater London Authority.

**LLDC** The London Legacy Development Corporation chaired by Baroness Ford was established in May 2012 with planning powers over the legacy development of the Olympic Park with the priority of maximising the site's commercial potential whilst also securing its sustainability as a local community amenity and for residential use. Further information: [www.londonlegacy.co.uk](http://www.londonlegacy.co.uk)

**LOCOG** The London Organising Committee of the Olympic and Paralympic Games, headed by Lord Coe, is a private company responsible for the planning, funding, preparing and staging the 2012 Games. This includes a programme of cultural and sporting events in the runup to the Olympics and the Paralympic Games; the promotion of 2012 as a local, national and international event, including the Opening and Closing ceremonies and torch relays; branding, marketing and the negotiation of commercial sponsorship deals; the funding of community and sports activities related to the Olympics, and the organisation of 'test events' in the Olympic Park. Most of the funding comes from the private sector but some also comes from the IOC. Lord Coe is the Chair. In the runup to the Games LOCOG was under considerable pressure to relax its policy on restricting the use of the 2012 logo to commercial sponsors, so that business suppliers could maximise the trading benefits from association with the Games. LOCOG's role officially terminates when the Games are over,

although its 6000 strong workforce are hoping to be redeployed in post-Olympic projects. Further information as for ODA.

**ODA** The Olympic Delivery Authority is a public company funded by the Department of Culture, Media and Sport, to the tune of two billion pounds, most of the money coming from the National Lottery, with some additional support from the Greater London Authority. Its role is to plan, fund and deliver the infrastructure for the Games, including the Olympic Park, and all the other sports venues and to secure their legacy use. Further information: [www.london2012.com](http://www.london2012.com)

**OLYMPIC BOROUGHES** Newham, Hackney, Waltham Forest, Tower Hamlets and Greenwich are the five designated host boroughs. These areas include some of the most deprived communities in the UK, as well as , in the case of Greenwich, some of the most affluent. The boroughs have formed partnerships to increase their leverage with central government and in dealing with the ODA and LOCOG. They have also sponsored numerous programmes through local schools, colleges, and community organisations designed to encourage greater participation in sport, and the uptake of training courses. The Newham Mayor, Sir Robin Wales, has played a leading role in forming this civic coalition. Further information: [www.londoncouncilsgov.uk](http://www.londoncouncilsgov.uk)